



# *City of Seat Pleasant*

*Office of Public Engagement*

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## **A SMART CITY OF EXCELLENCE**

**“Seat Pleasant offers Smart City Services that is better, faster and personalized making it a City for Me using information and communication technology, with the internet of things”**

**Department Name: Public Engagement**

**Date of Report: June**

**Reporting Period: 06/01-06/30**

**Summarize significant department progress for the reporting period that is indicative of providing services that are better, faster and personalized.**

The Public Engagement Department continues to serve the city by finding better strategies to improve engagement, empowerment and educational efforts for the community. Our department has met with:

- **Philadelphia: Smart Cities Summit**

Mayor Jim Kenney welcomed representatives from tech and other industries across the globe to Philadelphia at the Smart City Summit, the culmination of a packed week of industry events hosted by the LoRa Alliance and Comcast’s machineQ. The summit followed up the 8th LoRa Alliance Open House & Marketplace, which showcased some of the world’s top data technologies.

While addressing attendees at the Franklin Institute, Kenney, who continues to show his support for Philadelphia’s growing technology scene, highlighted the importance of making the city’s growing innovation space inclusive and accessible

- **DHCD/Wells Fargo Meeting**

Members of the Executive Team for the Smart City of Excellence met with representatives from the Department of Housing Community Development and Wells Fargo to communicate the needs and direction the City would like to move in regarding the development of the Seat Pleasant Smart Buy program and the roles each party would play.

- **IOC Meeting**

This meeting was the first of many meetings since the signing of the IOC contract with IBM. This was a joint meeting between Seat Pleasant, IBM, PurpleForge (Mobile App Developers) and Innovation Village Baltimore. Stemming from this first meeting, engagement between the Project Managers of IBM and the Public Works, Police Department and Finance Departments have been initiated to begin the development of each departments needs are regarding the strategy in which they process city concerns,

payments and requests. The information given to the Project Managers of the various partners makes up the foundation of what the IOC will do and will ultimately increase the efficiency of the City governments services.

- **Feasibility Study-Eureka Facts: Market Research**

This market research company was hired to collect valuable information for the City regarding the Smart City initiative. Residents were asked various questions that were related to the direction the City is moving in concerning Smart City's. The City wanted to capture information that reflected the demographic of the City to ensure the development of the Smart City concept is headed in the right direction.

- **Maryland Municipal League Conference 2017**

Seat Pleasant hosted various activities at the MML conference this year such as A Tedx Style Presentation, An Exhibit Booth and a Silent Party reception. Mayor Eugene W. Grant presented the Seat Pleasant Smart City concept to municipalities, community leaders and residents while attending the conference. This was the first ever Tedx Style Presentation that attracted 50 plus audience attendees. In the front half of the Seat Pleasant exhibit booth displayed the citizen engagement Seat Pleasant Mobile App that also displayed a key informative component that allowed individuals to ask various questions about Seat Pleasant. The back half of the exhibit displayed how our Intelligent Operations Center worked and how it would interface with our Mobile App. The both attracted more than 150 conference attendees. The Silent Party reception was an opportunity for the City to show our appreciation for the exhibit sponsors. The Seat Pleasant Passport Concept encouraged engagement and increased attendance for all of the activities Seat Pleasant hosted for the conference including engagement from the City Council. Overall the Seat Pleasants efforts were successful which were verified through feedback received verbally as well as through analytic data received through a survey that was created specifically for the conference.

- **Summer Youth Employment Program Orientation**

Seat Pleasant is once again hosting Summer Youth Employment Participants. The City hosts young Seat Pleasant residents to work within various departments to gain transferable and employable skills. They are performing tasks set by their department supervisors and completing tasks and will be paid for the accomplishments of their labor as a regular staff member. They are also held to the same standard as a regular employee in regards to professionalism in the work place, performance, the dress code and prompt and consistent attendance. They will work during the summer for an 8 week time period rotating through various departments such as the Police Department, Public Engagement and Finance from the hours of 9-3pm.

- **Habitat for Humanity Meeting**

The Public Engagement and Economic Development Department met with Non-Profit Organization Habitat for Humanity to brainstorm on how they can be incorporated into the Seat Pleasant Smart Buy Program. Habitat for Humanity's role would be to assist with the development of the refurbishment of the distressed homes in Seat Pleasant.

- **Starvin' Artist Graphic Design**

This graphic design company has worked with the City to create various promotional, marketing and advertisement materials for various projects. This company recently has most recently accommodated the City to create designed material for the Maryland Municipal League Conference within a 1 week

time frame. There were multiple face to face and virtual meetings regarding the completion of the requested items for the conference for quality assurance.

- **Meeting with Kevin “Silk” Brewer**

Kevin “Silk” Brewer works within the entertainment industry and has met with Seat Pleasant municipal staff members on multiple occasions regarding the latest project that has been tasked, Kevin Durant Day. He has been responsible for engaging and attaining entertainment artists such as national recording artists and other acts in the past and has been tasked to be responsible for the attainment of various artist for this new project. He has connections to celebrity handlers for celebrities and has been successful in his efforts to meet the Mayors expectations. He has been in constant communication with the Public Engagement Department as well as the Mayor to meet the goals of Kevin Durant Day within a 2-month time frame.

**Analyze department improvements that are needed and/or achieved based on the Smart City model.**

The improvements that need to be made and/or achieved from the Public Engagement department are the better, faster and more personalized services provided by the staff. This will always be an ongoing improvement along with training. Training of the staff needs to be increased to ensure the efficiency of the tasks at hand to be completed effectively. New strategies and techniques are being initiated all the time and the staff need to stay abreast of what can be incorporated into the Cities approach for “Excellence”.

**Indicate problems identified, barriers encountered and solutions reached.**

An issue that we have had thus far would be the lack of volunteers, interns or extra staff overall. With the City of Seat Pleasant rolling out the Smart City initiative and focusing on creating partnerships with other businesses and non-profits, the efforts to make sure that all bases are covered takes more than two people in some instances. A solution to assist with this challenge has been the change in Public Engagement personnel, this change has boosted moral within the department and has increased efficiency with data tracking and data management. Partnerships have been established with organizations that have increased the needs that will be brought into the City. This is only the beginning of creating a strong foundation for the Public Engagement Department.

**Identify goals for the next reporting period.**

Examples of Goals

Goal \_\_10\_\_% reduction in household consumable waste (based on statistics from refuse contractor)

Goal \_\_10\_\_% increase in attendance (based on statistics from refuse contractor)

Goal \_\_10\_\_% increase in green initiatives (e.g., number of shredding events, trees planted, electric cars purchased/used, number of bags/pounds of leaves mulched, etc.)

Goal \_\_10\_\_% increase in educational/promotional/marketing events for residents re green initiatives (e.g., newsletter articles re-composing trainings, recycling, etc.)

**Supporting Documentation: Source:** Office of the City Treasurer

**Total Revenue**

FY2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017Actual (Current Year)

**Total Expenditures**

FY 2016 Budget (Previous Year)	FY 2017 Budget (Current Year)	FY 2017 Actual (Current Year)

**Attachments:** Photos, Newsletter articles, City of Seat Pleasant Green Team, etc.

